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TO: Arun Sinha

DATE: August 9, 1995

FROM: Karen Miller

SUBJECT: Why GPC Research Presentation Follow Up

One of the questions raised at the presentation last week on the Why GPC research was whether there was a difference by age in perceptions of which brand is promoting, type of promotion and preference. The attached charts address these questions. As you can see, there do not appear to be any major differences in response by age groups.

I should be receiving the data by region and box/soft pack in the next day or so and will follow up on those issues then.

Approved
8/9/95

cc: D. Beran
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